

NATIONAL TRUST NAMES DUBUQUE ONE OF AMERICA'S DOZEN DISTINCTIVE DESTINATIONS

Annual List Promotes Heritage Tourism

A picturesque urban work of art perched high on a bluff above America's mightiest river, Dubuque proudly calls itself the "Masterpiece of the Mississippi." Settled in 1788 by Canadian fur trader Julien Dubuque, the vibrant city celebrates its heritage at the National Mississippi River Museum and Aquarium, which showcases three centuries of history, and through authentic paddleboat excursions.

Dubuque's steep hills also offer plenty of vistas for those who prefer to do their sightseeing on high. The city boasts the nation's shortest, steepest, scenic cable car, offering a quick but breathtaking ride that deposits visitors in Fenelon Place, an area of lovingly preserved Victorian homes. If cable cars don't appeal, the 164-acre Eagle Point Park overlooking the river has spectacular views of Iowa, Wisconsin and Illinois.

For lovers of architecture and history, the 1856 Italianate mansion of Mathias Ham provides a rare glimpse of what life was like on the river for one of the elite few, while the gold-domed Dubuque County Courthouse, circa 1891, is a fine example of Beaux Arts Classicism. Nearby, the "Field of Dreams" movie site, a quaint family farm with a baseball diamond carved into its cornfields, is the ideal place to unwind and run the bases after a great Dubuque day.

For these reasons, the National Trust for Historic Preservation (the country's largest private, nonprofit preservation organization) named Dubuque to its 2005 list of America's Dozen Distinctive Destinations, an annual list of unique and lovingly preserved communities in the United States. It was selected from nearly 80 destinations in 44 states that were nominated

Continued on page 8

IOWA DOWNTOWN SUMMIT

"DOWNTOWN: A Changing Marketplace"

August 23 & 24, 2005 • Clinton, Iowa

The Iowa Downtown Resource Center invites all Iowa communities to attend the 19th Annual Downtown Summit on August 23 and 24 in Clinton.

The Summit, sponsored by the Iowa Department of Economic Development and the Federal Home Loan Bank, offers interesting and informative presentations by nationally-recognized experts and local practitioners about rural and urban communities' efforts in revitalizing their city centers.

"DOWNTOWN: A Changing Marketplace" will feature plenary and breakout sessions in four educational tracks - Understanding the Market; Developing Downtown Real Estate - Housing/Commercial; Financing Change; and Walking Tours - to provide a variety of information on downtown revitalization.



The opening session, "Downtown's Competitive Edge," will be presented by Jay C. Juergensen, president and owner, Juergensen & Associates, Detroit, Michigan. With 20 years experience in commercial

and retail development, Juergensen's expertise includes implementing/managing a portfolio totaling nearly \$70 million.

Donovan Rypkema, principal, Place Economics, Washington, D.C., will discuss Community Initiated Development during the luncheon presentation.

Hilary Greenberg, president and owner, Greenberg Development Services, Charlotte, North Carolina, will present a three-part track with an in-depth review of key steps in repositioning downtown's business mix.

Other breakout sessions include:

AUGUST 23

- "Understanding Affordable Housing"
- "Be a Main Street Developer"
- "Housing Project Examples"
- "Business Succession Planning"
- "Revolving Loan Funds"
- "Tax Credits"
- Walking Tours: Riverfront Development; Upper Floor Housing; and Architectural

AUGUST 24

- Main Street Iowa and the Iowa Downtown Resource Center
- "Enhancing Iowa's Philanthropy"
- "Investing in Downtown - A Banker's Perspective"

REGISTRATION FEE:

Early Bird (by August 15):	\$100 individual
	\$85 per person for group of 3 or more

On site: **\$125**

Fee includes luncheon and reception on August 23 and breakfast on August 24.

A detailed conference brochure with registration information will be available in July. Downtown Summit information will also be available at www.mainstreetiowa.org.



Five Communities *Plan Celebrations*

Iowa Falls, Sac City and Story City to Hold Sesquicentennial Events

IOWA FALLS SESQUICENTENNIAL

JULY 1-4

The Historical Building, Dow House and the Carnegie/Ellsworth Building, featuring the Pat Clark Art Collection, will be open July 2-4.

Scheduled event highlights include:

- July 1 Carnival and evening beverage garden.
- July 2 An all-day community garage sale; antique tractor pull; children's activities; Opening Ceremonies at noon; a teen dance; and beverage garden.
- July 3 A pancake breakfast; community church service; band performances in Estes Park; community auction and raffle; Celebration Iowa; and a teen dance.
- July 4 A fishing derby, kiddie tractor pull; Bill Riley Talent Show; parade, lighted boat parade and fireworks.

For more information contact Diana Thies at chamber@iafalls.com.

SAC CITY SESQUICENTENNIAL

JULY 1-4

"Sac Up 150 Years of Memories" at this community's celebration.

Highlights include:

- July 1 Sac City Star Contest at the Chautauqua Building
- July 2 A fun walk and triathlon; car, antique tractor and quilt shows; community tours, an afternoon parade, Shrine White Horse Mounted Patrol performances; and evening entertainment.
- July 3 An omelet breakfast; ecumenical church service; 150 canoe float on the Raccoon River; a variety show in the Chautauqua building; and fireworks under the stars.
- July 4 A waffle breakfast; kid's water fights; and an afternoon rubber duck race on the Raccoon River. The museum will be open from 2-4 p.m., July 2-4.

For more information, contact Laura Zimmerman at cmssc@longlines.com.

STORY CITY SESQUICENTENNIAL

JULY 29-31

'At your leisure,' take a driving tour of historic homes, a stroll by window displays of building history; visit a Story City museum; and take a ride on Story City's 1913 Antique Carousel.

Scheduled events include:

- July 29-31 Cemetery walks; and theatre presentations
- July 29 A community band performance and a Heritage Cooking Contest
- July 30 A Model T car show; Scandinavian Tasting Table; post card display; heritage artisan; contests; quilt and vintage style shows; a pie and ice cream social; and entertainment.
- July 31 A community church service; dinner and band performance; children's activities; and a vintage baseball game.

A full schedule of events is available at www.storycity.net.

For more information, contact Carolyn Honeycutt at mainstreet@storycity.net.

TWO HAMILTON COUNTY S.E.E.D. COMMUNITIES CELEBRATE 125 YEAR ANNIVERSARIES

Ellsworth's Quasquicentennial will be held June 24-26 in City Park.

Friday activities include a barbeque, kiddie parade, train and entertainment.

A pancake breakfast, parade, antique tractor display and quilt show highlight Saturday's schedule.

A community church service will be held on Sunday.

Stratford began their Quasquicentennial activities in May with church coffees, a quilt display and citizen honors.

June activities include ball games, Maypole raising and chicken barbeque in City Park, and a child prodigy piano concert.

Stratford is also reprinting a history book, compiling both a cookbook and community scrapbook and having a special stamp cancellation.

IOWA DOWNTOWN RESOURCE CENTER

Thom Guzman, Director • 515.242.4733
thom.guzman@iowalifechanging.com

Debi Flanders, Downtown Consultant
515.242.4734
debi.flanders@iowalifechanging.com

MAIN STREET IOWA

Jane Seaton, State Coordinator • 515.242.4756
jane.seaton@iowalifechanging.com

Tim Reinders, Design Consultant • 515.242.4762
tim.reinders@iowalifechanging.com

Darlene Strachan, Program Consultant
515.242.4857
darlene.strachan@iowalifechanging.com

Suzanne Davidson, Special Projects Coordinator
515.278.4574 • elin1@msn.com

Susan Drake, Administrative Assistant
515.242.4759
susan.drake@iowalifechanging.com

Michael Wagler, Design Intern
michael.wagler@iowalifechanging.com

FAX: 515.242.4722

www.mainstreetiowa.org

2005 Certification Institute Graduates

Program directors Jo Berry and Val Giannettino completed the rigorous two-year program to become Certified Main Street Managers (CMSM). They received their certificates at the National Main Streets Conference in Baltimore on May 9. Iowa leads the nation in Institute graduates with a total of 16.

Jo F. Berry, CMSM

Adel Partners

Main Street Adel/Chamber of Commerce

Jo Berry was born and raised on a farm near Adel, which may have been the source of her boundless energy and love of animals.

Jo graduated from AIB and studied Liberal Arts at Drake University. She held marketing positions in several metro Des Moines businesses, including Iowa Realty, and was Office Manager for the Junior League of Des Moines.

Definitely not a 'drama queen', Jo's talent and interest in musical theatre led to starring roles in numerous productions, and to her husband, Dr. Dale Berry, a fellow actor and retired professor of economics at Drake University.

In 1997, Jo took a sales position with the Dallas County News and, soon after, a part-time position with the Adel Main Street program. She became program director in December 2000.

Under her leadership Adel Partners has gained new businesses, increased volunteer participation in the program, created a farmers market and expanded promotional activities. A HUD grant in 2004 was the catalyst for the development of an award-winning retail complex.

Always in action, Jo enjoys studying piano, time with her children and grandchildren, reading, decorating and Drake basketball. She also makes time to support fundraising efforts for her favorite charity—animal shelters.



Val Giannettino, CMSM

Downtown Partners

Burlington

A native of Washington, D.C., and youngest of six, Val Giannettino was raised in Arlington, Virginia.

She graduated from Virginia Tech with a Bachelor of Arts in Communications and began her career at CNN's Washington Bureau, working side-by-side with such notables as Ted Turner and Larry King, among others.

After a move to Los Angeles, Val worked on many 'uneventful and short-lived' television shows like "Slim Cookin' with Richard Simmons," "What's Hot? What's Not?" and "Bargain Hunters."

She then landed a job as Assistant Writer/Producer on "Family Ties," starring Michael J. Fox, which she 'loved a lot.'

In 1987, Val moved to Burlington when her husband Chip bought radio station KCPS and worked with him part-time.

She became executive director of Downtown Partners, Burlington's Main Street program, in 2001.

Since that time, an E-commerce web site has been developed, Southeast Iowa's first entrepreneurial center has started, a new Riverfront Farmers Market has been created and the former Mercy Hospital building has been saved and renovated as RiverPark Place.

In 2004, Burlington won the Great American Main Street Award.

Val loves all sports, traveling, movies, swimming in the ocean and, most of all, spending time with her family—Chip; sons, Nathan, 15; Jeffrey, 8; and Jack, 6; and daughter, Jaime, 13.



Bob Brueck Receives National Honor

Burlington's "Main Street Hero," Bob Brueck, Brueck Construction, received the National Trust for Historic Preservation's Business Leadership Award at the National Main Streets Conference in Baltimore on May 9, 2005.

The award is one of three presented at the conference, recognizing the National Trust's highest achievement in Civic, Business and Volunteer Leadership. Jim Leach, Iowa's United States Representative, received the Civic Leadership Award in 2004.

Brueck's outstanding work was featured in the Winter issue of *The Messenger*, citing his efforts to save the Port of Burlington building, a pivotal project in the revitalization of the Mississippi riverfront; his leadership in the renovation of The Drake on the Riverfront; his company's transformation of the 125 year-old Schramm's Department Store into a vital mixed-use property; and his ongoing dedication to a variety of community initiatives in downtown Burlington.



2005 Main Street Awards Listing

BUSINESS IMPROVEMENT

Best Adaptive Re-Use of a Building

Platinum Services (former Weber Paper Building)	Dubuque	Winner
CU Restaurant	Waterloo	Honorable Mention
The Bistro	Story City	Honorable Mention

Best Business/Financial Assistance Program or Event

Prospective New Business Packet	Waterloo	Winner
---------------------------------	----------	--------

Best Business Improvement Success Story

The Old Panhead Restaurant & Lounge	Marcus	Winner
----------------------------------------	--------	--------

Best Community Initiated Development Project

River Park Place	Burlington	Winner
------------------	------------	--------

Best New Development/Construction

Ackley State Bank	Story City	Winner
First of Waverly Corporation	Waverly	Winner

Best Upper Floor Rehabilitation

Grandeur on the Square	Adel	Winner
Martini's Grille	Burlington	Winner

DESIGN

Best Design Committee Project - Beautification

Keep Burlington Beautiful	Burlington	Winner
Public Art Dedication	Waterloo	Winner
Friends Garden	Charles City	Honorable Mention

Best Design Committee Project - Education/Preservation

Greenfield's First Impression Initiatives	Greenfield	Winner
----------------------------------------------	------------	--------

Best Facade Improvement - \$10,000 and Under

Premier Prom & Bridal Boutique	Mount Pleasant	Winner
Fair World Gallery	West Des Moines	Honorable Mention

Best Facade Improvement - Over \$10,000

Mid Iowa Publishing Building	State Center	Winner
Randall-Story State Bank	Story City	Winner
Fred Bonnet Project - 1st & Main	Dubuque	Honorable Mention

Best Public Improvement Project - Streetscape/Enhancement

Art Along the Cedar	Charles City	Winner
Central City Streetscape	Central City	Winner
E. Bremer Avenue Sidewalk Enhancement Project	Waverly	Honorable Mention

Best Total Building Rehabilitation - 5,000 Square Feet and Under

91 East Bremer Avenue	Waverly	Winner
Wolfe Family Vision Center	Story City	Honorable Mention

Best Total Building Rehabilitation - Over 5,000 Square Feet

Heartland Operations Center (former Walsh Store)	Dubuque	Winner
Smokey Row	Oskaloosa	Honorable Mention

ORGANIZATION

Best Diversity Initiative

International Business Surveys	Waterloo	Winner
--------------------------------	----------	--------

Best Fund Drive/Campaign/Project/Event

Murder Mystery Dinner Theater	Le Mars	Winner
2005 Partnership Drive	Story City	Winner
Light Our Downtown	Mount Pleasant	Honorable Mention

Best Partnership Effort Between Organizations

National Register District Application	Spencer	Winner
-------------------------------------------	---------	--------

Best Public Relations of a Local Main Street Program

It's All About Communication	Story City	Winner
------------------------------	------------	--------

Best Volunteer Orientation and Training

Slideshow & Training Manual	Waterloo	Winner
-----------------------------	----------	--------

Best Volunteer Recognition Event

Appreciation Night	Story City	Winner
--------------------	------------	--------

PROMOTION

Best Holiday Event

2004 Yulefest	Story City	Winner
A Star Spangled Christmas	Bloomfield	Honorable Mention
Old-Fashioned Christmas on Main	State Center	Honorable Mention

Best Image Campaign

Valley Junction Focus Pages	West Des Moines	Winner
-----------------------------	-----------------	--------

Best Promotion Utilizing a Partnership Effort

All School Reunion	Greenfield	Winner
Midwest Folkfest	Waterloo	Honorable Mention

Best Retail Event

Champagne & Diamond Christmas	Keokuk	Winner
Red Hat Rendezvous	Corning	Honorable Mention

Best Special Event

2004 Bike Ride in Story City (BRISC)	Story City	Winner
A Taste of History	Bonaparte	Honorable Mention
BBQ'Loo & Blues Too!	Waterloo	Honorable Mention
25th Annual Sweet Corn Festival "25 Years - A Million Ears"	Adel	Honorable Mention

Best Target Market Promotion/Campaign

Spring Fling - Celebrating Women	Bloomfield	Winner
----------------------------------	------------	--------

Million Dollar Milestones

Nine communities received certificates for achieving significant benchmarks in private dollar investments in the purchase and revitalization of downtown properties.

Dubuque	\$200 million
Cedar Falls	\$20 million
Iowa Falls.....	\$10 million
Waverly	\$10 million
Marshalltown	\$5 million
Elkader	\$3 million
Story City	\$3 million
Conrad	\$2 million
Central City	\$1 million

THREE YEAR CERTIFICATES

Marshalltown and Mount Pleasant were awarded certificates for completing the three-year start-up phase of the Main Street Iowa program.

MAIN STREET DIRECTORS RECOGNIZED

Main Street Iowa presented awards to program directors acknowledging their years of service to their communities.

Two Year Service Award

Ginny Kuhfus, Greenfield

Three Year Service Award

Becky Housberg, Osceola
 Florence Robertson, Central City
 Vicki Davis, West Des Moines, Valley Junction
 Val Giannettino, Burlington
 Debbie Kalousek, Hampton
 Jayne McGuire, Le Mars
 Jim Thompson, Charles City
 Dwaine Hack, Dunlap
 Jo Berry, Adel
 Sue Martin, Sigourney
 Diana Thies, Iowa Falls

Four Year Service Award

Laura Zimmerman, Sac City

Five Year Service Award

Terry Poe Buschkamp, Waterloo

Six Year Service Award

Dan LoBianco, Dubuque
 Rod Ogren, Marcus

Seven Year Service Award

Tara Harn, Waverly
 Cary Anglum, Cedar Falls

Eight Year Service Award

Catherine Bergman, Hamilton County S.E.E.D.

Twelve Year Service Award

Lynn Zern, Conrad

Thirteen Year Service Award

Bob Rose, Spencer

Fifteen Year Service Award

Joyce Glasscock, Keokuk

Volunteers from 34 Communities Honored

Each year communities nominate their outstanding business, organization or individual to be recognized at the Main Street Iowa Awards. The 2005 honorees are:

Daniel Juffer, Adel

Jason and Sharon Reynolds,
 Bedford

Lana Doll, Bloomfield

Marilyn Thomas, Bonaparte

Debbie Bessine, Burlington

Cathy Rottinghaus, Cedar Falls

John Maurice, Central City

Angie Reams, Charles City

Sharon Borgman, Conrad

Donna Hogan, Corning

David and Linda Herbst, Dubuque

Chris Weber, Dunlap

Charles Schiller, Elkader

The Plumpettes, Greenfield

Lewis and Michelle Pergande,
 Hamilton County S.E.E.D.

Cindy Grefe, Hampton

Rod Scott, Iowa Falls

First Community Bank, KSB Bank,
 State Central Bank, Keokuk

Murder Mystery Dinner Theatre,
 Le Mars

Darrell J. Downs, Marcus

Jim Clark, Marshalltown

D. Kendall Petersen, Mason City

Carl Sauer and Mary Ann
 Woodsmall, Mount Pleasant

Kim Hackman, New Hampton

Laura Haines, Osceola

Perry Lund, Oskaloosa

John Zeman, Sac City

Dean Striegel, Sigourney

Tom Nelson, Jr., Spencer

Thomas L. Crane, State Center

Pete and Elaine Tekippe, Story City

Barb Krizek, Waterloo

John Wiechmann, Waverly

Carole Midthun, West Des Moines
 Valley Junction

Curt Heidt Receives "Spirit of Main Street" Award

A Main Street Iowa advocate in both word and deed, Curt Heidt, Vice President and Director of Community Investment for the Federal Home Loan Bank-Des Moines, received the 2005 "Spirit of Main Street" award. This honor is bestowed from time to time on an individual or community that exemplifies the Main Street philosophy.

Curt has represented Iowa for nine years as an advisor to the National Trust for Historic Preservation, under whose auspices the Main Street program operates. He sees the Trust as "a wonderfully complex organization that recognizes the values and usefulness of our heritage - a heritage of buildings, places and cultures."

As Director of Community Investment, Curt has been an invaluable partner of the Main Street Iowa program by helping to create the Main Street Revitalization Loan Program, and through sponsorship of numerous educational programs.

He regularly attends the Downtown Summit, Main Street Iowa Awards, and national conferences as well as workshops and special events.

Curt personifies the true Main Street ambassador through his continuing support of the program.



HISTORIC RESEARCH

Information about the history and development of any building can not only be very interesting but also useful. People who have played a special part in the history of the community (or even the state or country) often have very close ties to commercial properties.

Historical information can be found from many sources, in many forms. Knowledge of the variety of sources and how to access them is critical in an efficient property research project. Sources of information are available locally and from the state. Often it is easiest to begin the search close to home.

The local historical society will likely have a variety of photos of the downtown during various periods. Previous owners may be able to provide photos and other personal information. City Hall and the Courthouse will be able to provide tax records and information regarding the various owners over time. Be sure to look at the local library for current and historic maps and photos, and any old newspaper stories that might talk about the building. The library might also have a collection of city directories that will list the type of business housed on the site, the business owner and possibly even tenants.

Next, look for information at the State Historical Society. They can supply copies of any information they may already have. If requested, provide other sources of information you may want to access and assist in efforts to place a building or structure on the National Register of Historic Places. Such a listing provides the owner with a number of incentives, such as tax credits, low-interest loans, and possibly matching grants that can be utilized in the rehabilitation and reuse of an historic property.

The following questions will help in the research of an older property.

SITE: What are the overall property boundaries? How many structures/buildings exist on the property?

BUILDER/OWNER: Who originally built the building? What year?

Is this builder/owner important to local, regional, state or national history? How?

Has there been an owner (other than the original) who has local, regional, state or national importance? If so, when did they own the property?

What was the property called during the period of ownership of this person?

ARCHITECTURE: Who was the building's architect?

Are there other properties in the area designed by this person?

Of what importance was this designer?

Is the building a unique or excellent example of this architect's work?

Is the building an excellent example of a particular architectural style? What style?

Is the building a unique design for this type of building or structure? How?

CRAFTSMANSHIP: Who was the building's contractor/craftsman?

Did they play an instrumental role in local, state, regional or national history?

Are there specific, unique examples of excellent craftsmanship or building/construction techniques used on this property?

Are the materials used in construction unique or unusual for this type of structure?

Is the way these materials are used unique or unusual? How?

Is the type of construction method or process unique because of materials, structural system or technique?

CONTEXT: Are there any special circumstances relating to the construction of the building and the overall development and history of the community?

Is there any special relationship between this building and other buildings in the immediate vicinity that add to its historic value and somehow connects them together?

EVENTS AND ACTIVITIES: Are there any special events or activities that have occurred on this property? What events, and when did they occur?

Is the property somehow tied to the life of an important historical figure? How?

INTEGRITY: Have there been any changes or additions to the original structure? When were these made? Have they significantly changed the appearance and integrity of the building?

Do any of the changes or alterations have importance of their own? If so, what?

What is the existing condition of the property?

Are major structural and ornamental features severely deteriorated or missing?

Are there any imminent threats to the building or its environment?

Not all of these questions may pertain to every building. However, the variety of information that can be important in the history of a property may also be shared with a number of buildings in the same community.

As the research progresses, relationships will begin to come into focus that show how buildings might relate to each other and to the overall history of the community, state or country. This relationship might hinge on special events or activities in the town or region, such as an economic boom or bust, or a natural or manmade disaster. Other themes, like a source or type of materials or the craftsmen who built the buildings, could also unite a group of structures as an overall unit or district.

Historical information can be useful for many local revitalization efforts. Increased awareness of the vital role a building or group of buildings has played in the community's history helps build value for the property on a local level. This information can also be used in local tourism efforts, including walking tours and brochures. Furthermore, the information may be useful for business marketing efforts. Local historical groups may find the information valuable for such projects as a compilation of local history, special historical displays or for centennials or class reunions.

A complete building history is not only useful for its intrinsic value, but it can have a real value as well. A well documented building that is shown to have a major role in history generally has increased market value upon resale. Additionally, the documentation also provides a concise history of the care and ownership of the structure that can be passed on and added to by future owners.

Additional Reading:

National Register Bulletin #39 "Researching a Historic Property" U.S. Department of the Interior, National Park Service. 1991.

National Register Bulletin #16 "Guidelines for Completing the National Register of Historic Places Forms" U.S. Department of the Interior, National Park Service.

National Register Bulletin #16A "How to Complete the National Register Registration Form" U.S. Department of the Interior, National Park Service.

BITS & PIECES

AUGUST IS STATE FAIR, IOWA DOWNTOWN MONTH

Main Street communities will celebrate Iowa Downtown Month at the Iowa State Fair. In what has become an annual tradition, 22 communities will host displays in the Main Street Iowa booth at the Tourism Building during the August 11-21 State Fair.

Two communities will be at the booth each day; one from 9:00 a.m. to 3:00 p.m. and one from 3:00 p.m. to 9:00 p.m.

The schedule includes:

Thursday, August 11	Spencer; Adel
Friday, August 12	Iowa Falls; Hamilton County S.E.E.D.
Saturday, August 13	Burlington; Sac City
Sunday, August 14	State Center; Marshalltown
Monday, August 15	Oskaloosa; New Hampton
Tuesday, August 16	Valley Junction; Corning
Wednesday, August 17	Bedford; Dunlap
Thursday, August 18	Cedar Falls; Sigourney
Friday, August 19	Bonaparte; Greenfield
Saturday, August 20	Charles City; Mount Pleasant
Sunday, August 21	Bloomfield; Story City



ANNIVERSARIES

Main Street is 25!

The year 2005 marks the 25th anniversary of Main Street as a national network of local revitalization programs coast to coast.

The celebration kicked off at the National Main Streets Conference in Baltimore May 9-11 and will continue through the 2006 conference to be held in New Orleans, April 2-5.

The Main Street program will be featured in the National Trust for Historic Preservation 2006 calendar showcasing a community or program each week.



Corning, Dubuque Celebrate

"Birthday" events are planned in two Main Street Iowa communities this year. Corning turns 15 and Dubuque turns 20.

For schedules of local activities contact:

Corning - Beth Waddle at acedc@mddc.com; **Dubuque** - Dan LoBianco at dan.dmsl@mwci.net

ETC.

Spencer has been named the "Number One Place to Live in the U.S.," on Relocate-America.com, a national real estate agent's web site.

Looking ahead - Main Street Iowa will celebrate its 20th Anniversary next year. Mark your calendar for the Main Street Awards Ceremony on Friday, June 9, 2006.

The Iowa Downtown Resource Center recently conducted assessment visits in Solon, Manchester, Kalona, Washington and Lake Park. Visits to Newton and Orange City are scheduled in June.

IOWANS ATTEND NATIONAL MAIN STREETS CONFERENCE

Twenty-seven representatives from Main Street Iowa communities gathered in Baltimore, Maryland, May 8-11 to participate in the 2005 National Main Streets Conference, "Cool Cities: Old Buildings, New Attitudes." The annual event provides a forum in which to learn cutting-edge strategies for downtown revitalization, see case studies, take field trips and network with peers.

Val Giannettino, Downtown Partners, Burlington and Darlene Strachan, Main Street Iowa, were among presenters during the educational sessions.

ISU/MAIN STREET PARTNERSHIP CONTINUES

Experience Economy is an opportunity for business owners to share in an innovative project to develop the skills, knowledge and creativity of college students and faculty, as well as businesses and the community, to accomplish cooperative rural economic and tourism development in Iowa. The project is sponsored by the United States Department of Agriculture, Iowa State University (ISU), and the Main Street Iowa (MSI) program.

"The College of Family and Consumer Science (ISU) contacted us regarding our interest in participating in the project," said Jane Seaton, State Coordinator, Main Street Iowa. "They were applying for a USDA Rural Development Grant. We felt it had real potential in providing on-site technical assistance to communities and should provide some intern opportunities in the future as students complete the curriculum. Where better than a Main Street community to discover experiential learning?"

The first project communities were Story City and Jewell in the fall of 2005.

ISU students have recently completed a project in Iowa Falls, working with Style Works, Heavenly's Bakery, Estelle's, Scenic City Empress Boat Club, Coffee Attic and Ira Nichols Bird and Flower Refuge and Preserve. Dr. Linda Niehm was course coordinator.

"The projects focus on strengthening rural hospitality and retail businesses through applications of experience economy concepts, while also developing the rural community as a tourism destination," Niehm explained. "Students majoring in hospitality management and retail merchandising comprise student consulting teams. ISU faculty guide teams join in the assessment of business and community needs and formulation of experience-enhanced marketing and business strategies. Our goal is to develop a comprehensive business marketing plan for each participating business customized to firm/community needs and course specific objectives."

PARTNERSHIP CONTINUES

A two-week intensified summer session was held in June with ISU students working with two retail businesses in Adel - Destination 33 and Grandeur on the Square. This session focused on enhancement of web sites.

A fall project is currently being planned.

Reprinted in part from Iowa Falls Times Citizen.

Continued from page 1

“Dubuque offers a wealth of pleasant surprises,” said Richard Moe, president of the National Trust for Historic Preservation. “Visitors are first struck by the mighty presence of “Old Man River,” but they soon realize that given the city’s absorbing history, splendid architecture and spectacular setting, the Mississippi is only one part of Dubuque’s fascinating story.”

In each community, residents have taken forceful action to protect their town's character and sense of place by enacting a local preservation law to protect historic buildings against demolition; rewriting zoning codes to prevent commercial sprawl; removing regulatory barriers to downtown housing, making downtown areas easier to walk; enacting design standards or taking some other major step that demonstrates a strong commitment to their town. Residents have worked hard to preserve the historic and scenic assets of their communities, with rewards that transcend town limits.

In addition to Dubuque, the 2005 list of America's Dozen Distinctive Destinations includes: Annapolis, Maryland; Bath, Maine; Bisbee, Arizona; Columbus, Indiana; Helena, Montana; Jonesborough, Tennessee; Key West, Florida; Natchitoches, Louisiana; New Braunfels, Texas; Oak Park, Illinois; Salem, and Massachusetts.

IOWA
life | changing™

PRSRT STD
U.S. POSTAGE
PAID
Des Moines, IA
Permit No. 1195

MAIN STREET MESSENGER

2005 Planning Calendar

<p>JULY</p> <p>1-4 Sac City Sesquicentennial Celebration</p> <p>2-3 Iowa Falls Sesquicentennial Celebration</p> <p>4 Independence Day</p> <p>Main Street Iowa community celebrations*</p> <p>8-10 Stratford Sesquicentennial and Old Time Music and Bluegrass Festival, Stratford</p> <p>9 BRISC Bike Ride, Story City</p> <p>15 & 16 Sidewalk Sales, Valley Junction</p> <p>15 & 29 Party in the Park, Charles City</p> <p>18 ICN Market Analysis Training</p> <p>22 BBQ'Loo & Blues, Too, Waterloo</p> <p>29-31 Story City Sesquicentennial Celebration</p>	<p>AUGUST</p> <p>5-6 Sister/Friend Weekend, Hampton</p> <p>6 Corvette Club Car Show, Valley Junction</p> <p>11-21 IOWA STATE FAIR</p> <p>12 & 26 Party in the Park, Charles City</p> <p>13 Sweet Corn Festival, Adel</p> <p>14 Antiques Jamboree, Valley Junction</p> <p>19-21 Rollin' on the River, Keokuk</p> <p>23-24 IOWA DOWNTOWN SUMMIT, Clinton</p> <p>27 C. C. Rider Festival, Central City</p> <p>27 Tour of Homes, Waterloo</p>	<p>SEPTEMBER</p> <p>5 Labor Day</p> <p>10-18 Clay County Fair, Spencer</p> <p>11 Antique Jamboree, Valley Junction</p> <p>18 Art Festival, Valley Junction</p> <p>23 & 24 Heritage Days, Burlington</p> <p>23-25 Ya Sisterhood Weekend, Story City</p> <p>26 ICN Market Analysis Training</p> <p>27-30 National Trust Conference, Portland, Oregon</p>
<p>OCTOBER</p> <p>1 Deadline for Iowa Volunteer Hall of Fame Nominations</p> <p>5 & 6 Main Street Iowa Workshop, Le Mars</p> <p>14 Gallery Night, Valley Junction</p> <p>14 & 15 Fall Festival and Grand Opening, Rural Heritage Center, State Center</p> <p>24-26 Tourism Conference, Council Bluffs</p> <p>31 Halloween Howl, Hampton</p>	<p>NOVEMBER</p> <p>2 "Getting to Know IDED"</p> <p>9-10 Iowa Conference on Volunteer Service, West Des Moines</p> <p>24 Thanksgiving</p>	<p>DECEMBER</p> <p><i>Happy Holidays!</i></p> <p><i>Holiday activities in Main Street Iowa communities*</i></p>

*For more information, visit www.traveliowa.com.